

Guidance for Creating Microsoft® PowerPoint® Presentations

When creating Microsoft PowerPoint presentations, please keep two principles in mind:

- **508 compliance.** [Section 508 of the Rehabilitation Act](http://www.section508.gov/index.cfm?fuseAction=1998Amend) (<http://www.section508.gov/index.cfm?fuseAction=1998Amend>), enacted in 1998, requires federal agencies to make their electronic and information technology accessible to people with disabilities.
- **Copyright compliance.** It's easy to copy images off the Internet into a presentation, but it isn't legal unless the image is in the public domain or you have written permission from the copyright holder to do so.

508 Compliance

According to [Section508.gov](http://www.section508.gov), "Section 508 was enacted to eliminate barriers in information technology, open new opportunities for people with disabilities, and encourage development of technologies that will help achieve these goals. The law applies to all Federal agencies when they develop, procure, maintain, or use electronic and information technology. Under Section 508 (29 U.S.C. '794 d), agencies must give disabled employees and members of the public access to information that is comparable to access available to others."

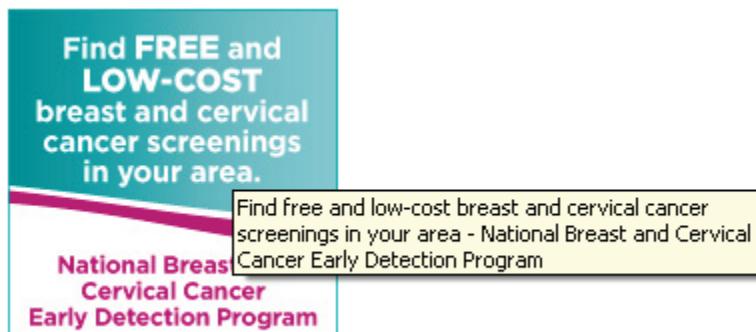
Alternative (alt) text

The main accessibility concern in PowerPoint presentations is the presence of *alternative text* for images. Visually impaired people use special software called *screen readers* to read electronic documents and Web pages. Alternative text is read by screen readers in place of images; it's the way we give visually impaired people access to images that is comparable to the access available to sighted people. Images that are used purely for decoration and convey no meaning do not need alternative text.

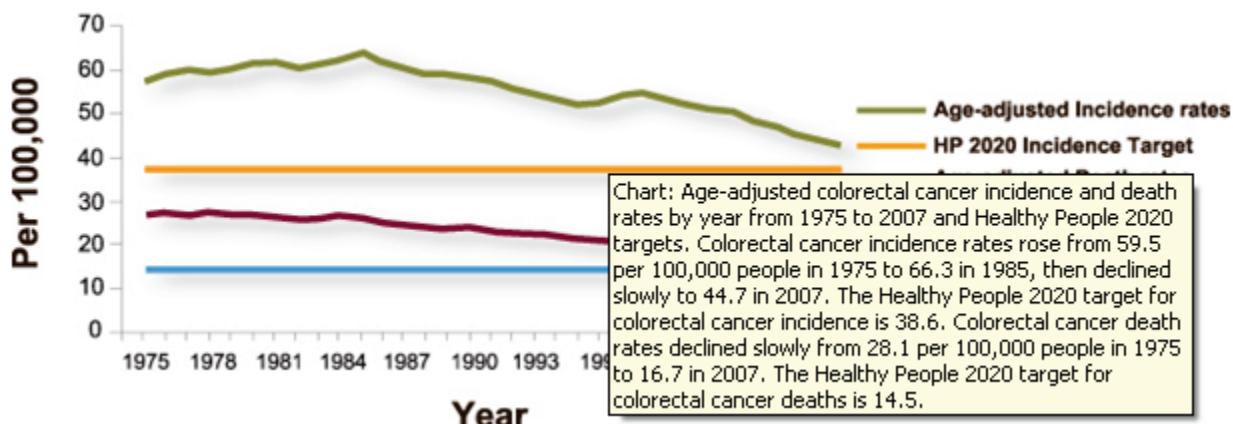
Many Web browsers show alternative text in a yellow box when you place the mouse cursor over the image; for example:



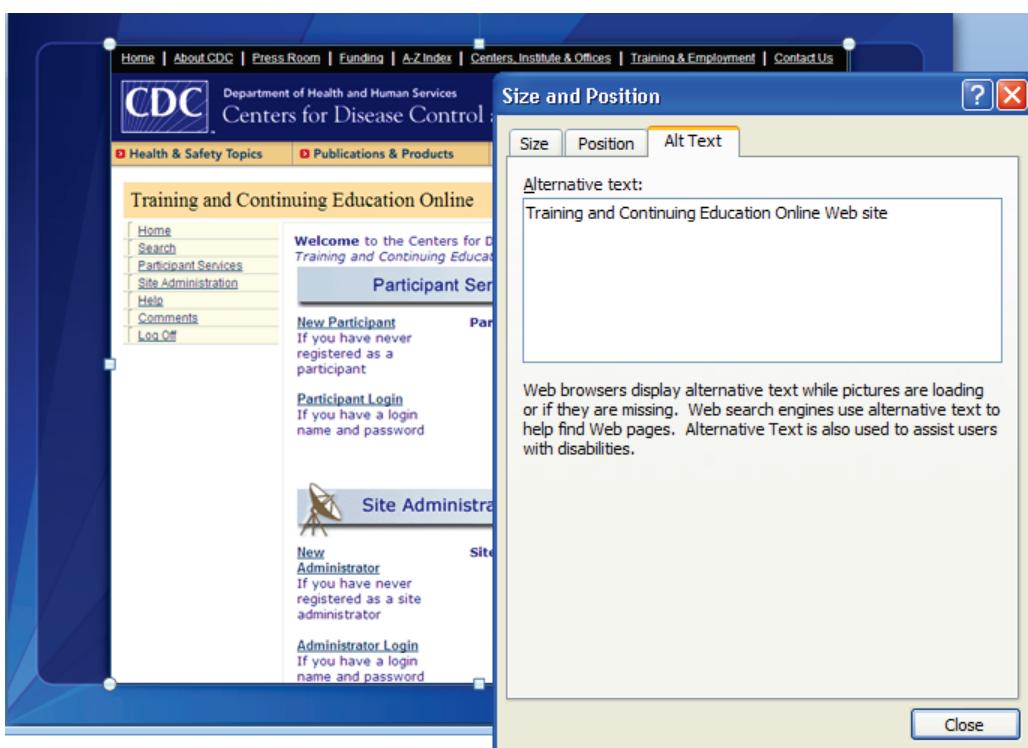
Ideally, the alternative text includes all of the text on the graphic; for example:



However, alternative text for complex images like charts and graphs may focus on the presenter's key point; for example:



To assign alternative text to an image in PowerPoint, select the image and right-click on it; select **Size and Position**; then select the **Alt Text** tab. Type the alternative text into the **Alternative text** field, and click **Close**.



Talking points

Documents like PowerPoint presentations are usually made into Adobe® Acrobat® portable document format (PDF) files, which are easier to make 508-compliant than the original documents. Talking points can't be shown in a PDF, so be sure to remove them from the presentation. If the talking points are very important, please save them in a separate text file, indicating which slide corresponds to each talking point.

More information

- ["Creating Accessible PowerPoint Presentations"](http://inside.nchs.cdc.gov/ois/ppt/Accessible_PPT_Documents.pptx)
http://inside.nchs.cdc.gov/ois/ppt/Accessible_PPT_Documents.pptx
- ["OADC How-To Guide: Accessible PowerPoint Files"](http://intranet.cdc.gov/od/oc/includes/documents/pdf/508-PowerPoint-Accessibility.pdf) <http://intranet.cdc.gov/od/oc/includes/documents/pdf/508-PowerPoint-Accessibility.pdf>
- [Testing Documents for Section 508 Compliance: Module 5: Microsoft PowerPoint](http://www.hhs.gov/web/508/testdocuments.html#mod5)
<http://www.hhs.gov/web/508/testdocuments.html#mod5>
- [PowerPoint Document 508 Checklist](http://www.hhs.gov/web/policies/checklistppt.html) <http://www.hhs.gov/web/policies/checklistppt.html>
- [CDC's Section 508 Help Desk](http://intranet.cdc.gov/508/) <http://intranet.cdc.gov/508/>

Copyright Compliance

If you search the Web for advice on creating a great PowerPoint presentation, you'll probably find something like this:

"Try to have at least one picture on every slide and don't rehash the same pictures...the audience will know. You can find great photos just going to Google Images. Just make sure you cite where you got the photos."

It's tempting to add excitement to your presentation with cartoons, photos from newspapers or magazines, company and organization logos and the like. Many people don't realize that most images on the Web are copyrighted, and citing the source doesn't make it legal to use them without the copyright holder's permission. Generally, one of the following criteria must be true to use an image legally:

- You have written permission from the copyright holder to use the image.
- The image is in the [public domain](http://en.wikipedia.org/wiki/Public_domain) (http://en.wikipedia.org/wiki/Public_domain). This means it doesn't have a copyright. Images that are created by the federal government are usually in the public domain, but that doesn't mean every image on a federal agency's Web site is fair game. Logos are not in the public domain, and licensed images like stock photography aren't either.
- You have purchased a license to use the image, such as stock photography or clipart.
- The copyright holder allows the use in writing, such as in the Terms of Use on a Web site. Caution: The person granting permission to use the image may not be the copyright holder, making the permission meaningless. For example, a site that says, "These images are free to use as you wish. Some of them are my own personal images, and others I have collected off different sites." should be avoided unless the site makes clear which images belong to the author. Note that many sites restrict free usage to individuals (personal use).

It's best to credit the source of every image in your presentation. If you use a copyrighted image in your presentation with permission, please make a note, preferably underneath or beside the image, such as: "Copyright © John Doe. Used with permission."

Sources of images, including public domain images

- [Government Resources for Science Images](http://www.loc.gov/rr/scitech/selected-internet/imagesources.htm) <http://www.loc.gov/rr/scitech/selected-internet/imagesources.htm>
- [U.S. Government Photos and Images](http://www.usa.gov/Topics/Graphics.shtml) <http://www.usa.gov/Topics/Graphics.shtml>
- [Creative Commons](http://creativecommons.org/) <http://creativecommons.org/>
- [FAQ: Medical Stock Sources \(Sources of Medical Images, Photographs and Videos\)](http://www.nlm.nih.gov/services/stockshot.html) <http://www.nlm.nih.gov/services/stockshot.html>
- [AnatQuest Anatomic Images Online](http://anatquest.nlm.nih.gov/) <http://anatquest.nlm.nih.gov/>
- [NCI Visuals Online](http://visualsonline.cancer.gov/) <http://visualsonline.cancer.gov/>

CDC Brand Identity Standards

Presentations that are created by CDC personnel should use the CDC template with the proper branding and disclaimer. Download [NCCDPHP PowerPoint templates](#) from

http://brandidentitystandards.cdc.gov/Center_and_Program_Brand_Identity_Standards/NCCDPHP_-_National_Center_for_Chronic_Disease_Prevention_and_Health_Promotion/NCCDPHP_PowerPoint_Templates.